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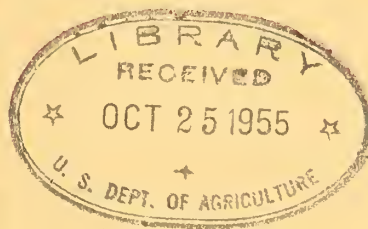
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# Report of the Department Publications Review Committee



To the Secretary  
of Agriculture



August 1955

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## FOREWORD

This report represents the publications work of

By law the Department subjects connected with information "among the people"

The basic importance is that our public research is of little value

others concerned with agriculture and put to practical daily use.

The Department Publications Review Committee has made an intensive study of the Department's publications. This study has resulted in a series of specific recommendations. I am requesting that these recommendations be placed in operation as soon as practicable.

The Committee's suggestions point the way to better planning and presentation, to greater economy, and to improved distribution and use of our publications. The suggestions point also to closer coordination with the publications programs of the Land-Grant Colleges, and recognize the role of publications work of private industry in the field of agriculture.

I express my appreciation to the Committee and to all who cooperated in its undertaking. I am grateful to the Land-Grant Colleges for their active assistance.

Secretary of Agriculture.

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WASHINGTON, D. C.  
July 5, 1955

The Honorable EZRA TAFT BENSON,  
*Secretary of Agriculture.*

DEAR MR. SECRETARY:

The Department Publications Review Committee which you appointed to inquire into the publications problems of the Department, submits the accompanying report for your consideration.

The Committee received the wholehearted cooperation of the staff members of the Department of Agriculture and the Land Grant Colleges of Agriculture. We are grateful for this cooperation. Special appreciation is expressed for the work of the four subcommittees, composed of staff members of the Department. These subcommittees and their membership are listed in the Exhibits section of the report.

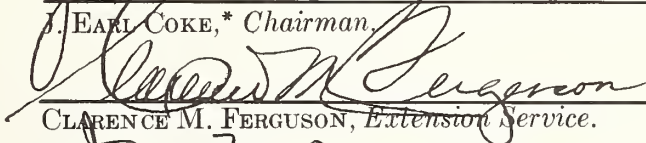
The report presents recommendations for a broad program of improvement in practically all aspects of the Department's publications work.

Respectfully,

DEPARTMENT PUBLICATIONS REVIEW COMMITTEE.



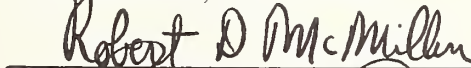
J. EARL COKE, \* Chairman.



CLARENCE M. FERGUSON, *Extension Service.*



R. E. MCARDLE, *Forest Service.*



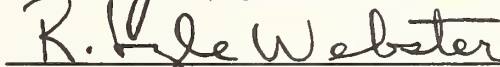
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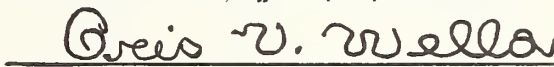
RALPH S. ROBERTS, *Administrative Assistant Secretary.*



BYRON T. SHAW, *Agricultural Research Service.*



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# CONTENTS

	<i>Page</i>		<i>Page</i>
SUMMARY AND RECOMMENDATIONS.....	1	ACTIVITIES OF THE COMMITTEE—Cont.	
Publications Administration.....	1	Design and Typography Consultations.....	7
Planning.....	2	CONSIDERATIONS LEADING TO RECOM-	
Preparation.....	2	MENDATIONS.....	8
Distribution.....	2	Problem Areas Considered by the Committee..	8
Communication and Training.....	4	The Role of the Department's Publications...	8
Publications Relations with Land-Grant Col-		Publications Administration.....	9
leges.....	4	Planning.....	10
Department Periodicals.....	4	Preparation.....	10
Publication of Research in Technical Journals..	5	Distribution.....	11
Evaluation of Publications Needs and Effective-		Communication and Training.....	13
ness.....	5	Publications Relations with Land-Grant Col-	
Agency Annual Reports.....	5	leges.....	13
Directories.....	5	Department Periodicals.....	14
Series.....	6	Publication of Research in Technical Journals..	14
ESTABLISHMENT OF THE DEPARTMENT		Evaluation of Publications Needs and Effec-	
PUBLICATIONS REVIEW COMMITTEE...	6	tiveness.....	14
ACTIVITIES OF THE COMMITTEE.....	6	Agency Annual Reports.....	15
Review of Situation.....	6	Directories.....	15
Work by Subcommittees.....	7	Publications Series.....	15
Information Collected from Agricultural Col-		EXHIBITS (following page 16)	
leges.....	7		



# **REPORT of the Department Publications Review Committee**

## **Summary and Recommendations**

The Secretary of Agriculture in 1954 established the Department Publications Review Committee to study and make recommendations on all aspects of the publications program of the Department of Agriculture.

The Committee's objectives were:

1. To effect economies in the publications program of the Department by reducing the number and size of publications and putting a larger proportion of publications on a sales basis.
2. To bring about closer relationships with the Land-Grant Colleges in the planning, production, and use of publications, and to achieve better integration of Department publications with those of private industry.
3. To assure more careful advance planning of publications.
4. To improve the Department's public service in the area of publications.

The Committee, assisted by four subcommittees, made an intensive review and study of the Department's publications and publications program. It considered the problems involved in administering the publications program; in planning, preparing, and distributing publications; and in communicating with and training personnel concerned with publications. It considered also the opportunities for closer relationships with the Land-Grant Colleges on publications matters of mutual concern, and

opportunities for integrating Department publications with those of private industry. The Committee also investigated special problems relating to the dissemination of research results through publications, systems of publications series, and related matters.

As a result of its study, the Committee made a series of recommendations, which are presented as follows under appropriate headings. Following the recommendations are discussions of the points and problems covered by the recommendations. The recommendations themselves are directed toward developing and maintaining a continuing publications program that is economical, effective, and integrated within the Department and with the needs and programs of agricultural education and of industry.

*It is recommended:*

### **Publications Administration**

1. That the agency publications committees be continued.

2. That the responsibilities of the agency publications committees be more clearly specified to include (a) continuing review of the publications policy of the agency within the general USDA policy framework, (b) earmarking of priorities for agency publications shown by the surveys recommended later to be in greatest

public need in relation to available agency publications funds, (c) consideration of the needs of broad USDA administrative and educational objectives when developing the agency publications program, (d) consideration of publications that may already be available from Land-Grant College and industrial sources, (e) planning that insures an even flow of produced publications from month to month related to seasonal requirements, rather than a congestion near the end of the fiscal year.

3. That the Office of Information exercise increased leadership in the planning for preparation, production, and distribution of publications, working in cooperation with the agency publications committees and the agency information offices.

### Planning

4. That the Office of Information compile at regular intervals proposals for publications and circulate them widely in the USDA and to the Land-Grant Colleges through the appropriate USDA-State liaison agencies to aid in State publications planning and to invite from the States suggestions for additional subjects needed in the States that can be produced nationally.

5. That, for the guidance of the agencies, analysis of the current cost of the various printing and processing methods, based on varying quantities, be developed so that the agencies may plan for the processes most economical for a certain size of run.

6. That the Cooperative Extension Service, in cooperation with the Office of Information, explore the possibility of developing procedures for a continuous sampling of the subject matter needs of the public for State and USDA popular publications, this information to be used in planning publications needed (a) by each State, if desired, (b) by the USDA for use within various regions of the country, and (c) by USDA for use within the Nation as a whole. Data from such surveys, and from information on Land-Grant College publications requirements for Extension use, should constitute the nucleus of the USDA popular publications program. Other subjects which research brings to light or which are demanded by USDA administrative and educational needs would be added.

7. That the Office of Information set up standards of content for popular publications and transmit them to agency publications committees. The standards should set up three categories of publications, based on whether the subject matter and recommendations of practices would apply (a) uniformly nationwide, (b) to specific regions or areas, or (c) most effectively to State agricultural situations and problems. The first two categories would be suitable for priority production by the USDA. The third would concern subjects best produced in the State Land-Grant Colleges.

### Preparation

8. That increasing emphasis be placed on brevity, readability, and conciseness, and that publications, whether in Department series or not, meet standards of readability, layout, and format, as determined by the Office of Information and agency editorial personnel, that will insure their maximum effectiveness.

9. That thorough review of publications, including technical publications, by associates of the author be continued and that all reviewers, the editor, and the author strive to delete extraneous material and to present the essentials as briefly as possible, consistent with clarity and accuracy.

10. That all of the Department's publications, including periodicals, be identified on the cover or cover page as publications of the U. S. Department of Agriculture, with subordinate indication of the agency when appropriate.

11. That, in the development of publications standards, consideration be given to limiting the length of publications printed in large editions for general use to fewer, more concisely written pages, and to providing smaller editions of the longer publications that carry complete background information for use primarily by professional people who need the information.

### Distribution

12. That the policy of free distribution of Department popular publications to the public, under restrictions on numbers, be continued; but that teachers, college students, and others whose use of the publications will advance the



educational interests of the public be given as favorable consideration as possible.

13. That Congressional list distribution of Department popular publications be continued as a basic part of the distribution job.

14. That the system of distributing Department publications through the Extension Service be continued and strengthened, taking full advantage of the liaison existing between the Federal Extension Service and the State publications distribution officers.

15. That, as a general principle, all agencies send notification copies of new publications to appropriate field offices and State Extension Service offices but send bulk quantities only on specific request, based on a realistic estimate of local needs usually provided by the agency concerned. At the same time, field offices should be informed what mailing lists were used by the Department in initial distribution in order to prevent possible duplication.

16. That systematic distribution of notification copies or notices about new publications be made to representatives of key groups in the intended audience.

17. That the practice be continued and intensified of having informative synopses released to press and radio to encourage readers to procure publications from the county agent, the home demonstration agent, or the local forester, and that such releases not overlook farm and home, trade, and educational journals, women's magazines, and so on.

18. That distribution, except to libraries, be determined individually for each bulletin, taking advantage of relatively inexpensive distribution from mailing lists rather than using the time-consuming, individual-request or individual-mailing method.

19. That for each individual publication in series with restricted free distribution, a limitation on free distribution be recommended by the agency concerned and determined by the Office of Information on the basis of the most economical means of handling requests and the contribution to good public service by the Department.

20. That mailing lists for technical bulletins be set up on a subject-matter basis, not just for

the entire series, and that the lists be checked thoroughly and revised at stated intervals.

21. That free distribution of technical bulletins be made to libraries that request individual titles or all technical bulletins and to scientists in a particular field all over the world, if they request being on a mailing code for that field.

22. That the Department ask the Joint Committee on Printing and the Bureau of the Budget to modify the required annual revision of mailing lists to allow revisions at 3-year intervals of lists on which 85 percent or more return requests for continuance are received.

23. That the Office of Information issue a catalog of Department and agency mailing lists for use of agency distribution officers.

24. That the Office of Information endeavor to work out with the Public Printer and the Superintendent of Documents an arrangement whereby Land-Grant Colleges and other State agencies may purchase Department publications in quantity at rates as close as possible to printing costs and in accordance with normal commercial practice, rather than on the basis of payment in advance of delivery.

25. That agencies make increased use of brief publications, including excerpts from larger publications, to answer commonly asked questions and provide better service at less cost.

26. That notification lists of processed publications, including correspondence aids, be circulated to all Department agencies.

27. That agencies encourage States, educational institutions, industrial concerns, and others to reproduce the processed and printed information themselves.

28. That the Office of Information initiate further study of the advisability of obtaining authority whereby the agencies can provide quantities of their processed materials at cost and have receipts reimburse the agency appropriations.

29. That all agencies have a designated person responsible for distribution of publications and that he be consulted when a new publication is first being planned, to help effect better distribution and reduce the chance of overstocking.

30. That agencies make periodic inventories of publications on hand at headquarters and in

field offices so that surplus stocks can be redistributed where needed before they become obsolete and so that publications do not remain in stock when superseding and revised publications are issued.

31. That the Department endeavor to have a clear understanding with the Government Printing Office so that enough technical bulletins will continue to be available during the period scientists will need them; and that, in any event, a small reserve stock be held by the issuing agency to take care of emergency needs after the publication is out of print.

### **Communication and Training**

32. That the Office of Information, in cooperation with the agencies, prepare a publications handbook for authors, editors, and others in the Department; that such a handbook set forth standards for Department publications and the procedures to be used in complying with them; and that such a handbook be kept up to date on a continuing basis, preferably in loose-leaf form.

33. That a brief guide to clear writing be prepared and distributed to authors.

34. That the Office of Information, in cooperation with the agency information offices, take the initiative in making sure that all USDA staff members concerned are adequately informed on publications policies, standards, and practices.

35. That the Office of Information take the initiative, in cooperation with agency information offices and the Graduate School, in planning and providing on a continuing basis informal workshops, clinics, and seminars as needed in the field of publications.

### **Publications Relations with Land-Grant Colleges\***

36. That procedures be explored and worked out for achieving greater participation by the colleges in the planning of subjects of the Department publications and for the joint preparation and issuance of regional popular publications.

\* These recommendations for achieving closer relationship with the Land-Grant Colleges are in addition and supplementary to the many others that are given under other headings and are directed to this end.

37. That mechanism and needs be explored for joint publication and distribution of research results conducted cooperatively by the Department and one or more colleges, and that arrangements for joint publication be defined as fully as is practicable in the written agreements for cooperative research.

38. That liaison procedures between USDA Office of Information and the editorial departments of Land-Grant Colleges be strengthened and coordinated through the established USDA-Land-Grant College channels so that each may be better informed as to the publications plans of the other and thus afford opportunities for coordination.

39. That the Office of Information continue to prepare the monthly list of Department publications intentions and that the Federal Extension Service and Office of Experiment Stations continue the practice of sending it to the States.

40. That the Office of Information continue to include mimeographed and multilithed publications in the above list.

### **Department Periodicals**

41. That review of agency periodicals be conducted by agency publications committees as contemplated in Secretary's Memorandum 1348.

42. That agency publications committees use the following definition of periodicals as the basis for their reviews:

Periodicals are defined as materials reproduced in multiple copies by other than typing or photographic process for public distribution, reading, or use, or for distribution to inform employees, other agencies, or departments which are issued semiannually or oftener with continuing policy as to format, specifications, content, and purpose.

This definition is comprehensive to insure that every periodical publication, including newsletters and official employee publications, will be reviewed, rather than escape review by being included in a class of popular, technical, or intermediate publication. The definition is broader than the Bureau of the Budget's definition, which is limited to those periodicals subject to Bureau review.



43. That agency publications committees use the following criteria as guides in reviewing each periodical of the agency and that the review be documented, as a benchmark for subsequent periodic review of each periodical. This recommendation implies recurring reviews of periodicals as an assigned administrative function of agencies, whether the review is by the agency publications committee or by a staff otherwise delegated or assigned. Scope of the periodical review and the documentation:

- (1) Public or other need for publication.
- (2) Legal requirement, if any, for publishing the periodical.
- (3) Administrative or program need for the periodical.
- (4) Delineation of audience and subject matter in terms clear enough to distinguish the periodical from all other publications issued privately or publicly, and to prevent overlapping. (Consultation and agreement with other agencies may be necessary in some instances.)
- (5) Advantages and disadvantages of a periodical versus separate bulletins from the standpoint of timeliness or speed of publication, speed and facility of distribution to an interested audience, economy, flexibility of format, and effectiveness of presenting material.
- (6) Necessity for current length of the periodical, its page size, and size of the basic edition for intended audience and for notification.
- (7) Evaluation of possibilities for reducing frequency of issue.
- (8) Some form of reader survey or comparable evaluation for all periodicals with editions of more than 500 copies.
- (9) Most economical method and location of reproduction, in keeping with objectives of the periodical.
- (10) Most economical frequency of mailing-list circularization.
- (11) Best method of transmission through mails.
- (12) Whether review and approval by Bureau of the Budget is required.

44. That a full review of all periodicals be compiled by the end of the 1956 fiscal year, recognizing that this is a very large task in the larger agencies; and that the Director of Information establish an appropriate schedule for

the review of the different classes of periodicals and develop a system to assure the adequate review of all periodicals on a continuing basis.

45. That the Director of Information, in cooperation with the agencies, work out general guidelines covering two points:

- (1) Who shall get periodicals free and who shall pay for them.
- (2) Who shall get them automatically—that is, without individual request at stated intervals—and who shall get them only through individual request renewed at stated intervals.

### **Publication of Research in Technical Journals**

46. That the Department continue the practice of permitting appropriate reports of research to be published in technical journals; that in doing so continuing attention be given to safeguarding the interests of the public and the Department; and that publication in such journals not unduly interfere with early availability of research results for popular publication and use.

### **Evaluation of Publications Needs and Effectiveness**

47. That modern, scientific evaluation techniques, such as are already used in other branches of the Department's work, be used to study readership, analyze mail, and make similar studies that will show how Department publications can be improved and the needs for publications can be adequately ascertained and met.

### **Agency Annual Reports**

48. That the policy (as stated in the Secretary's Memorandum 1359) be continued of preparing or publishing annual reports of the agencies only when the reports are legally required or found essential by the head of the agency and given appropriate top-level approval. (See Exhibit Ia.)

### **Directories**

49. That the policy (as stated in the Secretary's Memorandum 1360) of annually pub-

lishing the Department directory and eliminating separate agency directories be continued. (See Exhibit Ib.)

### Series

50. That, to facilitate the identification of Department publications, simplify the use of series, and reduce the present complexity and confusion, the following 16 series be used instead of the existing 24 series:

- Farmers' Bulletins.
- Home and Garden Bulletins.
- Leaflets.
- Agriculture Information Bulletins.
- Agriculture Handbooks.
- Technical Bulletins.
- (Research Reports) :
  - Marketing Research Reports.
  - Production Research Reports.
  - Utilization Research Reports.
- Soil Surveys.
- Forest Resource Reports.
- Statistical Bulletins.
- Yearbook of Agriculture.
- Program Aids.
- Service and Regulatory Announcements.
- Miscellaneous Publications.

(See Exhibit II for a comparative listing of present and recommended series.)

51. That each agency publications committee give priority to a review of the agency's series

and nonseries publications with the object of placing as many new publications as possible into the appropriate Department series and of systematizing, simplifying, and reducing the number of the agency's series.

52. That each agency publications committee submit recommendations on its series to the Director of Information and that the existence and establishment of agency series be contingent upon approval of the Director of Information.

53. That in determining, defining, and using publications series, emphasis be placed on a more flexible approach in which intended audience and occasion determine size, format, distribution, and other procedural matters.

54. That, in addition to how-to-do-it publications, selected titles of other popular agricultural and home economics publications be directed into series that will go on the Congressional list and be furnished free of charge to the public, subject to the usual limitations.

55. That, in accordance with the above recommendations on series, the official definitions of Department series be revised as necessary so that they are sound, brief, easily understood, and sufficiently flexible to meet current needs. (Exhibit III gives suggested definitions for the recommended series.)

## Establishment of the Department Publications Review Committee

The Department Publications Review Committee was established March 26, 1954, by Secretary's Memorandum 1348 on Department Publications Review Committee. (See Exhibits IV and V.)

The Committee was established to conduct a thorough review of all the publications of the Department (both printed or otherwise processed) being issued or stocked, and to recommend ways to reduce the number and size of publications. The Committee, in its review,

gave special attention to relating the Department publications program to the needs and publications programs of the Land-Grant Colleges and to those of private industry in agriculture and related fields. The Committee also considered the desirability and practicability of putting a larger proportion of the Department's publications on a sales basis, of combining existing publications when advisable, and of eliminating publications of limited or dubious value.

## Activities of the Committee

### Review of Situation

The Committee devoted its initial meetings to a survey and review of the publications situ-

ation, and found that the Department had 4,296 titles of publications currently available.



The Committee found that:

1. The Department had in stock 1,819 titles in 30 different series or groups. Nearly all of these were in official Department (as contrasted to agency) series. A few were unnumbered or nonseries publications. (See Exhibit II.)
2. The Department distributed 39,138,178 copies of publications (including lists of publications) during the 1953 fiscal year. These had been published in 26 different groups (mostly series) in average editions that ranged from several hundred for some periodicals to 132,000 for Home and Garden Bulletins and up to 7,000,000 for lists of publications for distribution by Members of Congress. The Committee studied the legal requirements for the publications, and the general patterns of distribution. (See Exhibit VII.)
3. In addition to the 1,819 titles mentioned above, 1,368 titles were on hand in the Department in 41 different agency series and 1,109 titles of unnumbered or nonseries agency publications. These included both printed and processed publications. (See Exhibit VIII.) The Committee surveyed these titles with respect to grouping or series, average edition, audience, and manner of printing or processing.
4. In addition to the 17 periodicals included in the 1,819 Department titles mentioned above, six agencies were publishing 148 periodicals (including annuals), mostly processed. (See Exhibit VIII.) The Committee surveyed the titles, average editions, frequency of publication, audience, and manner of printing or processing of these periodicals.
5. Thirty Department, agency, and staff office annual reports had been issued for the 1953 fiscal year, nearly all of them printed. The editions ranged from 300 to 4,500 and the number of pages from 8 to 500. Costs ranged from \$18 to an estimated \$2,797, and totaled about \$21,000. (See Exhibit IX.) The Committee surveyed the legal requirements for agency annual reports and their reproduction.

### Work by Subcommittees

The Committee appointed four subcommittees composed of staff members of the several agencies of the Department. (See Exhibit X.) These committees were:

#### COMMITTEE ON POPULAR PUBLICATIONS

(Publications for farm families and other mass audiences)

#### COMMITTEE ON TECHNICAL PUBLICATIONS

(Publications for highly technical, scientific, and academic audiences)

#### COMMITTEE ON INTERMEDIATE AND MISCELLANEOUS PUBLICATIONS

(Publications for professional, business, technical, general, and special audiences)

#### COMMITTEE ON PERIODICALS

(Periodicals for special or general audiences)

The subcommittees were briefed on the objectives of the Publications Review Committee and requested to develop recommendations on publications policies in their respective fields for consideration by the committee.

### Information Collected from Agricultural Colleges

To help reach the objective of relating Department publications to the needs and publications programs of the Land-Grant Colleges, and to facilitate the work of the subcommittees in this area, the Committee asked the deans of all the agricultural colleges in the Land-Grant system for facts, opinions, and suggestions and submitted a number of questions designed to help in getting their evaluation of Department publications. Replies received from the 48 States, Alaska, Hawaii, and Puerto Rico indicated keen interest on the part of the colleges in maintaining and improving relations with the Department in planning, producing, and distributing publications.

### Design and Typography Consultations

Through the cooperation of the National Project in Agricultural Communications, the Committee sponsored a 2-day visit to the Department in October by Mr. Otto M. Forkert, prominent publications design and typographic consultant. To aid in increasing the effectiveness and impact of Department publications, Mr. Forkert addressed sessions of periodical editors, editors of popular bulletins, and the Publications Review Committee. He made clinical analyses of selected publications, showed "before" and "after" examples of publications, and stressed principles of effective presentation.



## Considerations Leading to Recommendations

### Problem Areas Considered by the Committee

In considering opportunities for improving the Department's publications program, the Committee directed considerable thought to the constructively critical views and suggestions that constantly occur. Many of them appeared in replies to the questions raised with the Land-Grant Colleges.

Among these criticisms, largely pertaining particularly to popular publications, are:

- (1) Many popular publications are too long, too wordy, too encyclopedic, too academic to be of quick use to the tired farmer or homemaker at the end of a busy day.
- (2) Methods of choosing subjects for bulletin preparation are not adequately organized to meet overall Departmental objectives, specific audience needs, and educational requirements.
- (3) The bulletin approach to some agricultural problems, in order to consider and provide for all of the varied situations in the Nation, must necessarily be so broad in recommendations of practices as to destroy full effectiveness in any one area.
- (4) Some USDA publications make recommendations of practices which may be at variance with those made by some States where the USDA publications are distributed.
- (5) There is insufficient coordination of USDA and Land-Grant College publications programs to make the most effective use of total available Federal-State printing monies in the public interest, or even in the rural interest.
- (6) Publications are not sufficiently coordinated with motion pictures, film strips, and other visual and informational media. Therefore, a concerted and highly focused educational approach to broad problems in an approach which would utilize all pertinent communication methods of the USDA, the Land-Grant Colleges, and other cooperating forces and all types of public communication methods—is difficult or impossible.
- (7) Sometimes useful publications are ineffective or even wasted because of inadequate plans in field offices for their use.
- (8) State and county extension workers and other educators sometimes feel that they are

unable to receive free the number of copies they need for education use.

- (9) Publications planning lacks coordination with specific USDA program objectives to determine how to allocate publications resources so that vital problem areas will have priority and so that other areas will not be overlooked.
- (10) Inadequate planning results in insufficient coverage of pertinent information on the most important problems for specific audiences.

These various areas were examined from the vantage points of economy and efficiency.

### The Role of the Department's Publications

The Department of Agriculture issues its publications to implement the law establishing it "to acquire and diffuse among the people of the United States useful information on subjects connected with agriculture . . ." and to carry out as well some 180 laws specifying or authorizing publications on agriculture or homemaking. Under these laws, the Department issues publications to report research; to serve as tools in regulatory, conservation, adjustment, or extension programs; to report as an accounting for governmental activity; or to answer questions. The allotment of funds for research presupposes the allotment of funds for publishing the results.

Publications meet these objectives to the extent that they are efficient (1) in aiding the application of research to farming and other agricultural operations, (2) in securing compliance with regulations provided by legislation for the national interest, (3) in securing cooperation in national programs such as soil conservation or use of the national forests, and (4) in supplying requested information at lower cost than letter writing.

Each year the Department issues about 300 new printed publications. They range from popular, how-to-do-it folders, through booklets for professional workers in agriculture, to highly technical reports of research for scientist readers. With reprints and revisions, and not counting lists of publications, some 30 million

copies are issued in a year. Under existing law, about 5 million copies of Farmers' Bulletins and comparable popular publications are distributed yearly through Members of Congress. In addition, 3 million copies or more are distributed on request of, and through, the State and county Extension Services. Units and staff members of the Land-Grant Colleges—libraries, professors, researchers, and extension workers—are among the key groups that receive professional and scientific publications of the Department.

Some effort has been made in recent years to adjust USDA publications more nearly to the needs of the times. Such effort has had a measure of success, is quite encouraging, and is to be highly commended. The current administrative awareness of the need for modernizing the USDA publications program, however, calls for an entirely new and deeply penetrating look at all types of Department publications.

USDA publications unquestionably have filled a great need among farm people, to a lesser but gradually increasing extent among city people, on a continuing basis among scientists all over the world, and among agricultural educators, other professional people, and many in business and industry.

Popular publications, for the most part, are the shock troops of educational and informational media. They consolidate much of the ground that is won through other methods in the struggle for improved practices and better living standards. They reach their objectives if, like the ground soldier, they are properly equipped, have the right psychological approach, and carry out their assignments in a clear-cut, forthright manner. Every publication must be made to count in an extremely practical and useful way.

Many of the traditional USDA approaches to publications have proved their value. But some of the Department's policies governing publications, their planning, preparation, and distribution, although tailored to the needs of the past, seem now to have become somewhat outmoded. They need appraisal and modernizing.

Considerable merit is attached therefore to (a) restyling and streamlining publications, (b) revamping and reducing the number of the

series, (c) pinpointing each new bulletin firmly on audience needs, (d) writing it in the language the audience understands, and (e) planning bulletins to supply the information requested by people and to advance purposefully general USDA program responsibilities and objectives and the educational requirements of the Land-Grant Colleges and others.

### **Publications Administration**

(See Recommendations 1 to 3)

The role of publications—and consequently the approach to the use of publications—varies considerably from agency to agency. In some, publications are the major vehicle for transmuting the agency's work into something of value to the country and the public; in others they serve as brief correspondence aids or an accessory medium of carrying an official national program to the people. Yet the interlocking nature of the Department's operations and responsibilities requires a coordinated publications program for the Department into which agency publications programs can be integrated.

Continuing, aggressive publications leadership on a Department-wide basis is one of the essentials for a coordinated Department publications program. Strengthening departmental leadership in planning, preparing, producing, and distributing Department publications will help to assure a publications program that conforms to Department policy, meets Department standards, and achieves economy, effectiveness, and coordination with the Land-Grant Colleges.

A recent and most promising development in the administration of the Department's publications work has been the establishment of continuing agency publications committees as provided for in Secretary's Memorandum No. 1348. These committees were established to plan and review the agency's publications program, to approve plans before manuscripts are written, to consider the relationship of proposed Department publications to the publications programs of Land-Grant Colleges, and to prevent duplication with publications of private industry.

The Office of Information is represented on each agency publications committee, and the representative is charged with consulting with the Federal Extension Service on the publica-



tions plan and program of each agency. (See Exhibit IV.) The head of the agency or an assistant head serves as chairman of each committee, and its membership includes top program, information, and administrative representatives.

The work of these committees got under way during the period of activity of the Publications Review Committee, and reports from the committees show that they have made noteworthy progress in planning the agency publications work, in integrating that work with Department policies and objectives, in tying it in with the needs and programs of the Land-Grant Colleges, and in achieving greater economy and effectiveness.

### **Planning**

(See Recommendations 4 to 7)

Generally speaking, the Department's publications have not always been planned in an orderly and systematic manner, although the result in subject matter covered has been satisfactory to a considerable extent.

Usually the subjects of new popular publications have reflected needs expressed by (a) a heavy flow of inquiries from the public, (b) USDA administrators and scientists who had knowledge of the type of information being sought, (c) extension workers who were mirroring local programs and requests, (d) research projects just completed which made new information available and (e) program objectives currently being emphasized.

Each of these reasons for developing popular publications may be justified. None of them can be overlooked in planning a Department publications program. These reasons alone, however, are only indications of public need for such publications. Furthermore, they do not indicate who should be responsible for filling the need.

Emphasis on a scientific approach to determining the public need for publications that treat subject matter originating in or developed by the Department has been inadequate.

Popular publications in the Department are usually written by scientists. The manuscripts are edited in an agency editorial office and are

forwarded to the Office of Information, where they are reviewed and sent to the Government Printing Office. Plans for distribution of publications are developed by the originating agency in cooperation with the Office of Information and Extension Service. Knowledge of the previous popularity of the subject matter is used in deciding the size of the edition.

One of the results of inadequate planning is the present seasonal pattern of production of Department publications, which might be compared to a common problem in the dairy industry—flush production in the spring and lowered production during the winter months. If publications are to be uniformly well produced, the workload of editors and all others who deal with publications will need to be evened-up over the year.

Certainly planning is one of the most promising means of obtaining a more efficient and effective publications program. Careful planning would eliminate many wasteful steps, wasteful materials within otherwise useful publications, and even entire publications that are wasteful because they are not needed.

### **Preparation**

(See Recommendations 8 to 11)

A coordinated publications program for the Department presupposes that Department publications policy be supported by recognized standards for publications and recognized procedure to use in complying with such standards. The standards should apply to such aspects of publications as audience, nature of content, presentation, approach, length, and visualization. At present, however, such standards are incomplete, sketchy, and scattered. Well-thought-out, thoroughly defined standards are needed and should be available to the many staff members of the Department who are concerned with publications planning, preparation, and use.

A large percentage of requests for publications are for how-to-do-it type of information. Such requests require, for the most part, short, inexpensive publications that are clear-cut, quickly read, readily understood, and easily assimilated. Yet too many of the Depart-

ment's so-called popular publications for wide distribution are still too long and expensive, too scholarly in treatment, and carry historical reviews and wordy descriptive matter not essential for a swift grasp of better farming, forestry, or homemaking methods.

Too frequently, Department publications are written by staff members who, though preeminent in their subject-matter fields, are unpracticed as writers and especially untrained for writing for lay audiences. The resulting manuscripts tend to be too long, hard to understand, costly to print, and, in many instances, inefficient.

On the other hand, the possibilities of having popular publications written by trained and skilled writers have been demonstrated successfully in the Department. Such publications have proved to be brief (and therefore economical to print), readable, understandable, and effective. They have avoided the costs and frustrations that result from badly written, lengthy, and poorly oriented manuscripts, which even herculean efforts on the part of editors are unable to bring up to a higher standard.

### **Distribution**

(See Recommendations 12 to 31)

*Distribution to General Public on Request.*—Thousands of the requests for information received each year are answerable simply by sending one or more publications, most of them of the popular variety. Since one of the basic functions of the Department is to disseminate information, free stocks must be available for this purpose. The restrictions on numbers of copies which can be provided free are realistic and effective and result in many referrals to the Superintendent of Documents for sales copies, especially in cases of organizations requesting quantities that they can well afford to purchase.

*Congressional List Distribution.*—Since 1895, a large share of the distribution of popular publications has been handled through Members of Congress who have circularized their constituents from time to time with lists of available free publications. Nearly 5,600,000 publications were distributed in this way during fiscal 1954.

Currently the agencies pay the initial costs of a new bulletin and make the initial distribution. After the title is added to the Congressional List, however, reprints are paid for from money appropriated specifically for that purpose by Congress. This system has been working well for many years and assures that stocks are kept available to meet requests from the public.

*Distribution in Field.*—Decentralized distribution of Department popular publications through the State and county extension services and through Department field offices is highly effective and is an essential part of the whole distribution job. It is important that field offices be kept supplied with enough copies of the popular publications to meet the information needs of local people quickly and adequately.

Supplies of Farmers' Bulletins, Leaflets, and Home and Garden Bulletins for distribution through Extension Service channels are sent to colleges in response to requests from State extension publications distribution officers who are notified in advance of the subject matter of publications to be printed. After being printed, such publications are also available direct to county extension offices in response to county orders sent to the Federal Extension office. Distribution of other series of Department publications to and through the Extension Service is also arranged through the State publications distribution officers. When asked how this system is working, 37 States replied "Well"; 13 replied "Fair"; and none answered "Poorly."

Land-Grant Colleges purchasing Department publications from the Superintendent of Documents are required to accompany their order with payment in the form of a check or money order, etc., rather than receive the publications and pay for them after receipt. Twenty-four States reported that this system was unsatisfactory, citing such reasons as "the College has a rule requiring that supplies be in hand before payment can be made" and "our State purchasing regulations will not allow us to buy in this way."

The replies from the States indicate, however, that the interest of the Land-Grant Col-



leges in purchasing Department publications, as compared to serving as a channel for the distribution of free Department popular publications, is limited. With respect to popular publications, 12 States reported that they would be willing to purchase, at the cost of printing, the number of Department popular publications they need to supplement their own publications; 22 States reported that *sometimes* they would be willing to do this; 5 States reported that they would *generally* be willing to do this; and 7 States reported that they would *not* be willing to do so.

*Disseminating Information on Publications.*—On-the-ground use of popular publications is primarily a job for field employees of the Department and the State Extension Services since they are dealing with the “consumers.” Personal contacts develop opportunities to supply pertinent publications to individuals and groups. Use of the recognized communications media (press, radio, television, etc.) helps immeasurably in sound distribution and use of Department publications by making their availability known to the general public.

*Mailing Lists.*—Names are added to mailing lists on direct request of the addressee, as required by law. The present system of mailing lists, developed over many years, is working quite satisfactorily. The following comments apply to all mailing lists, whether they are used for distributing popular publications or those of a technical or professional character.

Annual revision of mailing lists is required. Because most of the addresses on these lists are continuing institutions or offices, such as libraries, State offices, experiment stations, etc., return requests for continuance run high and many times only a few names are dropped. The time and costs involved in circularizing even a small list often are considerably more than the savings in publications.

As of June 30, 1954, the Department maintained 116 mailing lists at the Government Printing Office and 1,042 in the Department—a total of 1,158 lists, including the administrative lists used for distributing material in-service. A catalog of all these mailing lists would be a valuable working tool for the agency distribu-

tion officers to use in distributing their new publications.

*Distribution of Processed Publications.*—By and large, agency processed publications of the popular type have been designed to answer repeated requests from the public for certain types of information. In one sense, they might be considered “correspondence aids.” Some of them, however, are multilithed or offset-printed excerpts from printed publications and answer common questions specifically at much less cost than would be incurred by sending the complete printed publication. Others have been developed to meet specific needs of teachers, youth group leaders, club leaders, etc. Generally there is little or no Congressional or mailing list distribution of these processed publications. They are not stocked for sale by the Superintendent of Documents—the only source is the issuing agency which stands all costs. Oftentimes, therefore, it is impossible to meet legitimate quantity requests within agency resources.

*Determination of Size of Edition.*—The problem in determining the size of edition of a publication is to print enough copies to meet actual needs without overstocking. Several factors must be considered—contents, intended audiences, timeliness, seasonal and geographic differences, ease and cost of reprinting, etc.

The size of the initial edition should be determined by compiling estimates obtained from the appropriate agency field offices and State Extension Services; by estimating the quantities necessary for “stock” purposes to meet expected requests from the public, both direct and through Congress, and re-orders from Extension Services and field offices; and by determining the number needed to service the appropriate mailing lists. The total figure must then be tempered by the good judgment of the agency distribution officer, based on experience and records of past use of similar publications, and adjusted to available funds in order to arrive at a minimum estimate which will meet the needs satisfactorily.

This approach is sound, but the tendency at present is to let the manuscript of a proposed publication progress through the planning, writing, and editing stages before distribution is planned. Manuscripts occasionally are held



in the near-ready stage because of lack of funds to print them and short deadlines are established when funds suddenly become available. In either case, time does not allow the distribution officer to obtain estimates from field offices, and chances of his distribution plan being faulty are increased.

*Avoidance of Waste.*—At present the actual use made of Department publications is not checked adequately. One field unit may have a surplus while another may need more. A study of "consumer" use would help greatly in planning future publications and in ironing out surpluses and shortages.

With several thousand Extension Service and agency offices, the problem of surplus stocks needs continuous attention. Surpluses result usually from over-ordering or obsolescence.

### **Communication and Training**

(See Recommendations 32 to 35)

Improved planning, standards, and procedures in the publications program of the Department will produce only limited results unless they are well communicated to staff members concerned with various aspects of publications work. There is a general lack of knowledge of publications policies, practices, and standards. Yet, after a scientist has prepared what might well be a textbook, it is too late to tell him that what is really needed is a one-sheet folder that the farmer can read quickly and thus learn what to do about his problem.

The desirability of training in writing, editing, visualizing, and other phases of the production and use of publications is generally accepted. But the continuing nature of the need for such training is often overlooked. In the Department of Agriculture, the turnover of staff members (with skilled authors and editors retiring and people continually entering upon duties of writing and editing) makes publications training a year-in, year-out job. New developments in writing, editing, and publishing make refresher training in publication important, too.

The Graduate School offers excellent courses relating to the preparation and handling of

publications, and Department people involved in publications work should be encouraged to take advantage of its offerings and the opportunities available in other institutions.

In addition to the more formal course work, informal training in the form of conferences, workshops, clinics, and seminars geared to authors, editors, artists, and others is needed.

### **Publications Relations with Land-Grant Colleges**

(See Recommendations 36 to 40)

Because of the mutual interests and cooperative working relations of the Department and the Land-Grant Colleges, the Publications Review Committee was charged with developing recommendations for better relation of the Department's publications to the needs and publications programs of the colleges, looking toward closer collaboration in publications planning, production, and utilization. The information and comments received from the colleges confirmed that they are interested in using Department publications and in achieving closer working relations in practically all aspects of publications programs.

In particular, the States expressed interest in procedures for increased participation by the colleges in planning subjects for popular Department publications; in having the Department publish more regional popular publications; in the joint preparation and issuance of regional popular publications by several States and the Department; in joint responsibility of the Department and the colleges for the publication of cooperative research; and in being advised of Department plans for publications, whether printed or processed.

An urgent need for early planning and coordination of technical publications has been recognized by the USDA-Land-Grant College system. The Experiment Station Committee on Organization and Policy at its meeting of April 28–29, 1954, recommended that research branches supply information as early as possible on contemplated manuscripts and that regional advisers likewise supply information to the Department on contemplated regional publications.

## Department Periodicals

(See Recommendations 41 to 45)

About 100 periodical-type publications (not including annuals) are being issued in the Department. These include all types of recurring publications with a consistent format, statistical reports, circulars for information or use of employees, as well as formal publications distributed to public groups pursuant to law or administrative requirement.

Periodicals, variously defined, have been under specific statutory regulation since 1919. Currently the publication of 14 USDA periodicals is subject to review and approval by the Director of the Bureau of the Budget.

The Department reviewed periodicals and all other publications of the Department for paper conservation in 1942-43. It made more limited reviews of periodicals in 1950 and in 1951, to determine compliance with the requirement for approval of the Bureau of the Budget to issue a periodical. Periodicals that require approval by the Bureau of the Budget are reviewed every 3 years by the USDA and the Bureau of the Budget.

Review by agency publications committees of periodicals approved by the Bureau of the Budget needs to be completed as soon as possible to clarify the status of these publications.

Department periodicals available for purchase by subscriptions and individual copies from the Superintendent of Documents should be distributed on a sales basis so far as is consistent with achieving the purposes of the periodicals and furthering the work of the Department. The Committee recognizes that in many instances free distribution of periodicals to Federal, State, or local government employees, cooperators in Department programs, members of the press, and others is essential to the purpose served by the periodicals. In Exhibit XI are presented suggestions for policy and procedure on free distribution, sales distribution, and "automatic" distribution of periodicals. These suggestions are intended to be helpful in carrying out the recommendation the Committee is making in this area.

## Publication of Research in Technical Journals

(See Recommendation 46)

Although the Department issues approximately 100 technical publications a year, this represents only a small share of its research reporting. Last year Department scientists prepared about 3,000 articles for scientific and trade journals.

Publication of a large share of the Department's research reports in journals of scientific societies has been questioned. The majority of USDA scientists, however, favor this method and it saves money for the Government. As an example, it is estimated that the printing charges of ARS alone would be increased by more than \$100,000 annually, if all papers now sent to journals were published by the Department.

The audience for technical reports of research is scientists—throughout the world. Science is so highly specialized that each branch has built up its own literature. This helps to explain the popularity among scientists of technical journals as publication media. Research administrators favor this method. In their replies to the Committee, 43 colleges said USDA and the States should continue to publish a large part of their research in technical journals.

Many types of reports are not suitable for journal articles. Some are too long; others do not fit the requirements for one reason or another. Many of those that are deemed to have permanent value are printed in one of the Department series. Those that are in the nature of progress reports are usually published in an agency series.

## Evaluation of Publications Needs and Effectiveness

(See Recommendation 47)

Although testimonials to the effectiveness and usefulness of Department publications continually come in by mail and telephone, they do so by chance only. The Department of Agriculture, which has been an international leader in the use of the scientific approach, has not used that approach in evaluating its publications, the need for them, or the use made of them. Consequently there is insufficient in-



formation on which to base improvements in the planning, preparation, and distribution of Department publications.

### **Agency Annual Reports**

(See Recommendation 48)

After surveying the situation with respect to agency annual reports, as mentioned earlier, the Committee made recommendations to the Secretary on the handling of annual reports in the interest of reducing the number and size of the Department's publications and eliminating those of limited value.

The Committee's recommendations were made effective June 17 in Secretary's Memorandum 1359. (See Exhibit Ia.)

### **Directories**

(See Recommendation 49)

The Committee considered the question of publishing a Department directory of organization and field activities and of the advisability of agencies issuing directories of their own. In the interest of economy and effectiveness, recommendations were made to the Secretary and incorporated in his Memorandum 1360 on Publication of Department Directory of Organization and Field Activities. (See Exhibit Ib.)

### **Publications Series**

(See Recommendations 50 to 55)

The Department's Administrative Regulations currently provide series as follows for non-periodical publications:

- Farmers' Bulletins.
- Technical Bulletins.
- Statistical Bulletins.
- Circulars.
- Leaflets.
- Home and Garden Bulletins.
- Agriculture Information Bulletins.
- Agriculture Handbooks.
- Agriculture Monographs.
- Marketing Research Reports.

In addition, the Administrative Regulations recognize the following publications and reports required by statute, but indicate that they are

not to be considered as being in "the Department series":

- Lists of the Office of Information.
- Seed and Plant Introduction Inventory.
- Soil Survey Reports.
- Yearbook and Separates.

The Regulations also provide for the following publications "not . . . included in the Department series":

- Annual Reports of the Secretary.
- Annual Reports of Heads of Agencies.
- Service and Regulatory Announcements.
- Discussion Series.
- Forest Resource Reports.
- Indexes and Reference Lists.
- Program Aids.
- Bibliographical Bulletins.
- Foreign Agriculture Bulletins.
- Hydrological Bulletins.

For purposes of this report and in keeping with actual practice for the most part, each of the above categories is considered as a series, making a total of 24 series. Most of these series are in active use. Inactive series are (1) Indexes and Reference Lists and (2) Hydrological Bulletins.

In addition to the publications in the above-mentioned series, there are: (1) a group of publications considered to be "unnumbered Department publications," (2) an estimated 1,400 printed and processed publications in upwards of 40 series and subseries established and maintained by the agencies, and (3) an estimated 1,100 unnumbered, nonseries printed and processed publications considered to be "agency publications."

Publications series are simply labels or categories, usually used with a system of numbers, which group together publications that are similar in one or more respects, such as content, presentation, format, and audience. They are an aid in classifying, identifying, and keeping track of publications. Certain patterns of distribution may be linked with certain series, but a series does not automatically provide efficient distribution. To be efficient, distribution must be planned and worked out according to the content of, and needs for, the individual publications. In the distribution of various publications series, different mailing lists and patterns

(often well-established) should be used as needed to provide pinpointed distribution.

The situation with respect to series for Department publications presents the paradox of a multiplicity of Department and agency series coincident with a host of publications that are unnumbered and not included in any series. This seems to have resulted at least partly from previous attempts to set up too many different series and to define them too closely, with the result that by definition they exclude a considerable proportion of the manuscripts actually coming up for issuance. These "homeless" manuscripts have been a major factor in the issuance of so many nonseries, unnumbered publications.

Because the function of the series has not always been kept clear, some materials intended and designed for a popular audience have been placed in the working tool series. In other instances, working tool materials have gone out in popular series. This results in either inadequate or inefficient distribution, or both. And it may deliver to one audience or the other materials not needed at all or which are in too much or too little detail or in unsuitable form one way or another.

Agency series serve a useful function. One example is the REA bulletin series which consist of publications for borrower-cooperatives active in the REA program.

On the other hand, a large number of the estimated 2,500 agency series and agency unnumbered publications should properly have been published in official Department series, with their advantages of wider availability and greater prestige, especially if the Department series had been better geared to the needs.

Farmers' Bulletins, Leaflets, and Home and Garden Bulletins are free and are available for distribution by Members of Congress. Also they are widely available on a free basis through the Cooperative Extension Service. Nearly all of them emphasize the how-to-do-it approach. But another important purpose of popular publications is to make information available on various agricultural and home economics subjects and programs. Thus, some of the Department's publications that serve this purpose are unnumbered or in series other than the above-mentioned categories, and are not free or available for distribution through Members of Congress and the Extension Service.

## UNITED STATES DEPARTMENT OF AGRICULTURE

Office of the Secretary

Washington 25, D. C.

June 17, 1954

MEMORANDUM NO. 1359

Agency Annual Reports

One of the first tasks of the Department Publications Review Committee, appointed in Memorandum No. 1349 dated March 26, was to review the situation with respect to agency annual reports. Because of the approaching end of the fiscal year, and the need of the agencies to know immediately of any change in the Department's policy on annual reports, the Committee gave this matter early attention.

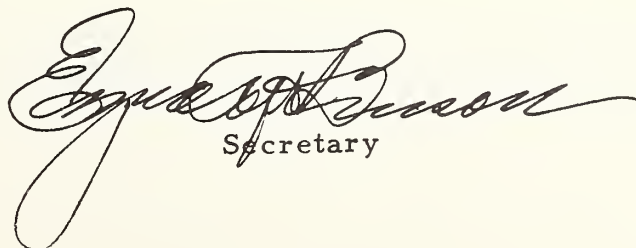
In the interest of reducing the number and size of publications insofar as practicable and of eliminating publications of limited value, it has been determined that the Department's policy regarding the preparation of annual reports by each agency or service should be modified.

Effective immediately agency annual reports to the Secretary will not be required, except when they are prescribed by law. In all other cases, the head of each agency shall determine whether administrative needs are such as to warrant the preparation of an annual report for internal use.

In those instances where annual reports are required by law, the agency, under Section 103, Public Law 178, 83rd Congress, may dispense with the printing of the report, provided the original copy is on file and available for public inspection in the Office of the Secretary as required by law. These reports shall be brief. They shall be confined to a concise account of work done, eliminating administrative details and lengthy descriptive matter.

Reports will be printed or otherwise processed only upon determination of the agency head that such reproduction is necessary to meet an administrative or public need, and on approval of the appropriate Assistant Secretary or group director.

The Administrative Regulations are being modified to reflect this policy.



Secretary





## UNITED STATES DEPARTMENT OF AGRICULTURE

Office of the Secretary

Washington 25, D. C.

July 2, 1954

## MEMORANDUM NO. 1360

Publication of Department Directory of Organization  
and Field Activities

Policy. After consideration by the Department Publications Review Committee, a policy has been adopted providing for annual issuance of the "Directory of Organization and Field Activities of the Department of Agriculture." Publication annually should make the directory a more serviceable reference document and of greater value to the public in transacting business with the Department. Annual issuance will also obviate need for publication of agency directories by providing for revision at more frequent intervals to keep the information current.

Responsibilities. Staff office leadership in the planning and preparation of material for the directory is assigned to the Office of Personnel which will (a) prepare instructions to agencies prescribing the type of material to be furnished describing their functions and organization, (b) provide a chart illustration of the Department's organization together with explanatory text, and (c) assemble and organize directory material for publication.

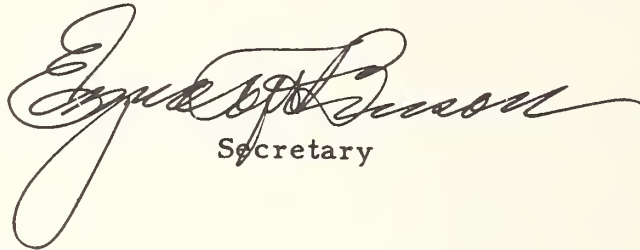
The Office of Information will have responsibility for (a) cover design, (b) title page, (c) table of contents, (d) key to abbreviations, and (e) final arrangements for publication.

Discontinuance of Agency Directories. Publications heretofore printed, multilithed or produced by "offset" processes to serve as agency directories will be discontinued. It is intended that essential information about agency key personnel and field office locations be included in the Department directory. Where it is found to be necessary for internal administrative purposes, mimeographed listings of agency personnel and office locations may be prepared, provided they are maintained on an individual office or regional basis.

Agency Representatives. Each agency head shall designate a person in his agency who shall be responsible for the preparation, editing, arrangement, correctness, and timely submission of material for the directory.

Such designation should be made immediately in order that early arrangements can be completed for the issuance of a 1955 directory to be ready for distribution the latter part of this year.

Agency heads shall notify the Director of Personnel of the person designated as directory representative for the agency.

A handwritten signature in cursive script, appearing to read "Eugene P. Benson". The signature is written in dark ink and is positioned above the word "Secretary".

Secretary

**Summary Outline on Series***Present Department Series*

Farmers' Bulletins.  
 Technical Bulletins.  
 Statistical Bulletins.  
 Circulars.  
  
 Leaflets.  
 Home and Garden Bulletins.  
 Agriculture Information Bulletins.  
 Agriculture Handbooks.  
 Agriculture Monographs.  
 Marketing Research Reports.  
 Lists of the Office of Information.  
 Seed and Plant Introduction Inventory.  
 Soil Survey Reports.  
 Yearbook and Separates.  
  
 Annual Reports of the Secretary.  
 Annual Reports of Heads of Agencies.  
 Service and Regulatory Announcements.  
 Discussion Series.  
 Forest Resource Reports.  
 Indexes and Reference Lists.  
 Program Aids.  
 Bibliographical Bulletins.  
 Foreign Agriculture Bulletins.  
 Hydrological Bulletins.

*Recommended Department Series*

Farmers' Bulletins.  
 Technical Bulletins.  
 Statistical Bulletins.  
  
 Leaflets.  
 Home and Garden Bulletins.  
 Agriculture Information Bulletins.  
 Agriculture Handbooks.  
  
 Soil Survey Reports.  
 Yearbook of Agriculture.  
  
 Service and Regulatory Announcements.  
  
 Forest Resource Reports.  
  
 Program Aids.  
  
 (Research Reports) :  
     Marketing Research Reports.  
     Production Research Reports.  
     Utilization Research Reports.  
 Miscellaneous Publications.





**Farmers' Bulletins**

*Purpose.*—To give farmers, ranchers, and others useful information on agriculture, presented so that they can readily read, understand, and apply the information.

*Audience.*—Primarily farmers and ranchers.

*Content.*—Agricultural subjects of widespread interest coming properly within the range of Department activities. These bulletins will emphasize the practical application of agricultural information, stressing direct and recommendations.

*Presentation.*—Concise, nontechnical and popular style, readable. Illustrations should interpret the subject and, if possible, shorten the text.

*Format.*—"Document" size, (5½" x 9½") preferred, not over 16 pages.

*Distribution.*—Free: through Members of Congress, through State and county Extension offices; from USGPO. On sale by the Superintendent of Documents.

**Exhibit III-2****Home and Garden Bulletins**

*Purpose.*—To give the public, including gardeners, homemakers, and suburbanites, useful information on agriculture, culture, homemaking, and nutrition, presented so that they can readily read, understand, and apply the information.

*Audience.*—Primarily farm and home gardeners, suburbanites, and rural and urban homemakers.

*Content.*—Home and garden subjects of widespread interest coming properly within the range of Department activities, including such subjects as home building; growing vegetables, flowers, and fruit for home use; controlling insect pests in home and garden. These bulletins will emphasize the practical application of such subjects, stressing direct and recommendations.

*Presentation.*—Concise, nontechnical and popular style, readable. Illustrations should interpret the subject and, if possible, shorten the text.

*Format.*—Flexible, preferably not over 16 pages.

*Distribution.*—Similar to Farmers' Bulletins.

**Exhibit III-3****Leaflets**

*Purpose.*—To give the public especially brief statements of the kinds of information suitable for Farmers' Bulletins or Home and Garden Bulletins, but capable of being presented in from 1 to 8 pages.

*Audience.*—Same as for Farmers' Bulletins or Home and Garden Bulletins.

*Content.*—Same as for Farmers' Bulletins or Home and Garden Bulletins, but adaptable to especially brief presentation.

*Presentation.*—Concise, nontechnical, and popular style, readable. Illustrations should interpret the subject and, if possible, shorten the text.

*Format.*—Flexible, but preferably single sheets or sheets; if pages are stitched or glued together, length should not exceed 8 pages.

*Distribution.*—Similar to Farmers' Bulletins.

**Exhibit III-4****Agriculture Information Bulletins**

*Purpose.*—To publish information of a more specialized character than that included in the Farmers' Bulletins or Home and Garden Bulletin, or Leaflet series, making information available to the urban or rural public.

*Audience.*—Rural, suburban, or urban people or groups.

*Content.*—Information of a more specialized or complete character or information issued for a specific audience or purpose than that included in Farmers' Bulletin, Home and Garden, or Leaflet series.

*Presentation.*—Popular, nontechnical.

*Format.*—Flexible.

*Distribution.*—Free to selected groups of professional and technical workers, educators, libraries, and cooperators; on sale by the Superintendent of Documents.

**Book of Agriculture**

*Purpose.*—To make available, on the basis of need and merit, an authoritative and comprehensive treatment of agricultural developments on an important agricultural subject.

*Audience.*—Farmers, agricultural students and instructors in agriculture and others.

*Content.*—Comprehensive information on a particular agricultural subject from research specialists in the Department, Land-Grant Colleges, and other cooperators.

*Presentation.*—Popular, with a minimum of technical detail so as to facilitate use by farmers.

*Format.*—Book.

*Distribution.*—To Congress as specifically required by law on the basis (since 1933) of 550 to each Senator and 250 to each Senate officers, and 400 to each Representative and certain House officers. Department distribution (not over 12,000 copies) is limited to workers in the Department and to certain libraries, educational institutions, State extension and experiment station workers. On sale by the Superintendent of Documents to all others.

**Exhibit III-14****Program Aids**

*Purpose.*—To publish information as needed on current programs of the Department in order to further the purpose of these programs.

*Audience.*—Individuals affected by the programs.

*Content.*—Information on programs of individual agencies, or several agencies, or programs of a Department.

*Presentation.*—Concise, popular, readable.

*Format.*—Flexible.

*Distribution.*—Free, immediate, and widespread to those affected.

**Exhibit III-15****Service and Regulatory Announcements**

*Purpose.*—To publish information as needed in the enforcement and administration of regulatory acts.

*Audience.*—Professional and technical workers in agriculture; State officials; persons in business and industry concerned with the subject matter of the announcements.

*Content.*—Notices of judgment, decisions, and other information which it may be necessary to publish in the enforcement of regulatory acts.

*Presentation.*—Technical or legal.

*Format.*—"Document" size (5½" x 9½").

*Distribution.*—Free distribution to professional and technical workers, State officials, and persons who need such announcements in the administration of regulatory acts; on sale by the Superintendent of Documents.

*Remarks.*—The issuance of Service and Regulatory Announcements will not preclude the publication in other forms of notices of judgment or quarantine; or decisions, or other announcements that require immediate action or are necessary for the proper enforcement of regulatory acts.

**Exhibit III-16****Miscellaneous Publications**

*Purpose.*—To publish essential information, including special reports, not adapted to inclusion in any one of the Department series.

*Audience.*—Depending on the specific publication.

*Content.*—May include special reports, directories, lists, bibliographies, reference lists, and other material which do not readily fit into one of the other series.

*Presentation.*—Variable.

*Format.*—Flexible.

*Distribution.*—Planned to suit the specific publication, including wherever possible sales by the Superintendent of Documents.





**Farmers' Bulletins**

*Purpose.*—To give farmers, ranchers, and others useful information on agriculture, presented so that they can readily read, understand, and apply the information.

*Audience.*—Primarily farmers and ranchers.

*Content.*—Agricultural subjects of widespread interest coming properly within the range of Department activities. These bulletins will emphasize the practical application of agricultural information, stressing directions and recommendations.

*Presentation.*—Concise, nontechnical and popular in style, readable. Illustrations should interpret the subject and, if possible, shorten the text.

*Format.*—"Document" size, (5 $\frac{7}{8}$ " x 9 $\frac{1}{8}$ ") preferably not over 16 pages.

*Distribution.*—Free; through Members of Congress; through State and county Extension offices; from USDA. On sale by the Superintendent of Documents.

## Exhibit III-2

**Home and Garden Bulletins**

*Purpose.*—To give the public, including gardeners, homemakers, and suburbanites, useful information on agriculture, homemaking, and nutrition, presented so that they can readily read, understand, and apply the information.

*Audience.*—Primarily farm and home gardeners, suburbanites, and rural and urban homemakers.

*Content.*—Home and garden subjects of widespread interest coming properly within the range of Department activities, including such subjects as home building; growing vegetables, flowers, and fruit for home use; controlling insect pests in home and garden. These bulletins will emphasize the practical application of such subject matter, stressing directions and recommendations.

*Presentation.*—Concise, nontechnical and popular in style, readable. Illustrations should interpret the subject, and, if possible, shorten the text.

*Format.*—Flexible, preferably not over 16 pages.

*Distribution.*—Similar to Farmers' Bulletins.

## Exhibit III-3

**Leaflets**

*Purpose.*—To give the public especially brief statements of the kinds of information suitable for Farmers' Bulletins or Home and Garden Bulletins, but capable of being presented in from 1 to 8 pages.

*Audience.*—Same as for Farmers' Bulletins or Home and Garden Bulletins.

*Content.*—Same as for Farmers' Bulletins or Home and Garden Bulletins, but adaptable to especially brief presentation.

*Presentation.*—Concise, nontechnical, and popular in style, readable. Illustrations should interpret the subject, and, if possible, shorten the text.

*Format.*—Flexible, but preferably single sheets or folders; if pages are stitched or glued together, length may not exceed 8 pages.

*Distribution.*—Similar to Farmers' Bulletins.

## Exhibit III-4

**Agriculture Information Bulletins**

*Purpose.*—To publish information of a more specialized Home and Garden Bulletin, or Leaflet series, making such character than that included in the Farmers' Bulletin, information available to the urban or rural public.

*Audience.*—Rural, suburban, or urban people or groups.

*Content.*—Information of a more specialized or more complete character or information issued for a more specific audience or purpose than that included in the Farmers' Bulletin, Home and Garden, or Leaflet series.

*Presentation.*—Popular, nontechnical.

*Format.*—Flexible.

*Distribution.*—Free to selected groups of professional and technical workers, educators, libraries, and other cooperators; on sale by the Superintendent of Documents.

## Exhibit III-5

**Agriculture Handbooks**

*Purpose.*—To publish manuals of information on agriculture and home economics needed by professional or technical workers in these fields.

*Audience.*—Primarily professional or technical workers in agriculture and related fields.

*Content.*—Reference or working-tool information, including guides, specifications, glossaries of terms, and lists of plants and animals.

*Presentation.*—Flexible.

*Format.*—Flexible.

*Distribution.*—Free to selected groups of professional or technical workers and key libraries; on sale by the Superintendent of Documents.

## Exhibit III-6

**Technical Bulletins**

*Purpose.*—To publish substantial original contributions to scientific or technical knowledge so that this knowledge may be available for adaptation, demonstration and use in the laboratory, on the farm, or in the factory.

*Audience.*—Primarily scientists, specialists, and advanced students.

*Content.*—Usually the full, final report of a research project or of a major segment of a large research project; material carrying the highest scientific authority.

*Presentation.*—Scientific report style.

*Format.*—"Document" size (5 $\frac{7}{8}$ " x 9 $\frac{1}{8}$ ").

*Distribution.*—Limited free distribution to scientists and specialists in the field and to key libraries, etc.; on sale by the Superintendent of Documents.

## Exhibit III-7

**RESEARCH REPORTS****Marketing Research Reports**

*Purpose.*—To make available semitechnical or semipopular information resulting from marketing research.

*Audience.*—Professional and technical workers in agriculture and related fields, especially those concerned with transporting, processing and marketing farm products.

*Content.*—Reports of marketing research, including reports on less complete research projects than are reported in the Technical Bulletin series.

*Presentation.*—Popular or semitechnical with emphasis on the application of the information in the marketing of farm products.

*Format.*—Flexible.

*Distribution.*—Limited free distribution to professional and technical workers, trade and commodity interests, and specialized operators and growers; key libraries, etc.; on sale by the Superintendent of Documents.

## Exhibit III-8

**RESEARCH REPORTS****Production Research Reports**

*Purpose.*—To make available semitechnical or semipopular information resulting from production research.

*Audience.*—Professional and technical workers in agriculture and related fields, especially those concerned with the production of farm products.

*Content.*—Reports of production research, including reports on less complete research projects than are reported in the Technical Bulletin series.

*Presentation.*—Popular or semitechnical with emphasis on the application of the information in the production of farm products.

*Format.*—Flexible.

*Distribution.*—Limited free distribution to professional and technical workers, trade and commodity interests, and specialized operators and growers; key libraries, etc.; on sale by the Superintendent of Documents.

## Exhibit III-9

**RESEARCH REPORTS****Utilization Research Reports**

*Purpose.*—To make available semitechnical or semipopular information resulting from utilization research.

*Audience.*—Professional and technical workers in agriculture and related fields, especially those concerned with utilization of farm products.

*Content.*—Reports of utilization research, including reports on less complete research projects than are reported in the Technical Bulletin series.

*Presentation.*—Popular or semitechnical with emphasis on the application of the information in the utilization of farm products.

*Format.*—Flexible.

*Distribution.*—Limited free distribution to professional and technical workers, trade and commodity interests, and specialized operators and growers; key libraries, etc.; on sale by the Superintendent of Documents.

## Exhibit III-10

**Soil Survey Reports**

*Purpose.*—To publish the findings of soil surveys.

*Audience.*—Professional and technical workers in agriculture and soil science and farmers in the areas surveyed.

*Content.*—Reports of soil surveys, including soils maps, soils descriptions, productivity estimates, management suggestions, and technical discussions of the soil morphology and relation of soils to the major soil groups.

*Presentation.*—Nontechnical except for discussion of soil morphology.

*Format.*—Flexible.

*Distribution.*—Limited free distribution by the Department to professional and technical workers and key libraries; free distribution by Members of Congress under U. S. C. 44, section 290; on sale by the Superintendent of Documents.

## Exhibit III-11

**Forest Resource Reports**

*Purpose.*—To publish economic information on forest resources.

*Audience.*—Forest products industry managers, persons interested in economic planning, Federal, State, and local government agencies.

*Content.*—Information on forest resources, including inventories, data on utilization of the resources, and requirements for forest products.

*Presentation.*—Technical report style but as readable as possible to facilitate use by the layman.

*Format.*—Flexible.

*Distribution.*—Limited free distribution to State forestry agencies; forestry schools; forest industries; Federal, State, and local government agencies; and key libraries; on sale by the Superintendent of Documents.

## Exhibit III-12

**Statistical Bulletins**

*Purpose.*—To publish needed statistics on agriculture obtained and compiled as part of the Department's work.

*Audience.*—Professional and technical workers and groups in agriculture, business, industry, and education.

*Content.*—Statistics on such subjects as production, movement from the farm, receipts at principal markets, reshipments, farm and market prices, exports and imports, production of foreign countries, and foreign-market prices.

*Presentation.*—Largely tabular.

*Format.*—Flexible, but usually 7 $\frac{7}{8}$ " x 10 $\frac{1}{4}$ ".

*Distribution.*—Limited free distribution to professional and technical workers and libraries; on sale by the Superintendent of Documents.

## Exhibit III-13

**Yearbook of Agriculture**

*Purpose.*—To make available, on the basis of need and interest, an authoritative and comprehensive treatment of research developments on an important agricultural subject.

*Audience.*—Farmers, agricultural students and instructors, workers in agriculture and others.

*Content.*—Comprehensive information on a particular agricultural subject from research specialists in the Department, Land-Grant Colleges, and other cooperators.

*Presentation.*—Popular, with a minimum of technical material so as to facilitate use by farmers.

*Format.*—Book.

*Distribution.*—To Congress as specifically required by law on the basis (since 1933) of 550 to each Senator and certain Senate officers, and 400 to each Representative and certain House officers. Department distribution (usually 12,000 copies) is limited to workers in the Department and to certain libraries, educational institutions, cooperating State extension and experiment station workers; on sale by the Superintendent of Documents to all others.

## Exhibit III-14

**Program Aids**

*Purpose.*—To publish information as needed on current programs of the Department in order to further the purposes of these programs.

*Audience.*—Individuals affected by the programs.

*Content.*—Information on programs of individual agencies or several agencies, or programs of a Department-wide nature.

*Presentation.*—Concise, popular, readable.

*Format.*—Flexible.

*Distribution.*—Free, immediate, and widespread to those concerned.

## Exhibit III-15

**Service and Regulatory Announcements**

*Purpose.*—To publish information as needed in the enforcement and administration of regulatory acts.

*Audience.*—Professional and technical workers in agriculture; State officials; persons in business and industry concerned with the subject matter of the announcements.

*Content.*—Notices of judgment, decisions, and other information which it may be necessary to publish in the enforcement of regulatory acts.

*Presentation.*—Technical or legal.

*Format.*—"Document" size (5 $\frac{7}{8}$ " x 9 $\frac{1}{8}$ ").

*Distribution.*—Free distribution to professional and technical workers, State officials, and persons who need to be reached in the administration of regulatory acts; certain announcements may be suitable for further distribution on sale by the Superintendent of Documents.

*Note.*—The issuance of Service and Regulatory Announcements will not preclude the publication in other forms of notices of judgment or quarantine; or decisions, orders, or other announcements that require immediate publication or are necessary for the proper enforcement of regulatory acts.

## Exhibit III-16

**Miscellaneous Publications**

*Purpose.*—To publish essential information, including special reports, not adapted to inclusion in any one of the other Department series.

*Audience.*—Depending on the specific publication.

*Content.*—May include special reports, directories, catalogs, bibliographies, reference lists, and other materials which do not readily fit into one of the other series.

*Presentation.*—Variable.

*Format.*—Flexible.

*Distribution.*—Planned to suit the specific publication, and including wherever possible sales by the Superintendent of Documents.





## STATEMENT ON PUBLICATIONS POLICY AND CONTROL

Excerpt from Secretary's Memorandum No. 1348, March 26, 1954

*Publications Policy and Control.*—(a) Responsibility for editing, clearance and control of all publications of the Department, which has heretofore been exercised in part by the Office of Information and in part delegated to the agencies, is assigned as follows:

Responsibility for policy clearance and control of publications, both printed and processed, is vested in the Office of Information.

Responsibility for detailed editing of manuscripts for publication, both printed or otherwise processed, is vested in the Department agencies.

(b) A Department committee is established to review all the publications of the Department (both printed or otherwise processed) now being issued or stocked, and to recommend areas for reducing the number and size of publications. The committee, in its review, will give especial attention to the problem of integrating Department publications with the needs and publications programs of the Land Grant Colleges, and with those of private industry in agriculture and related fields. The

committee will study the desirability and practicability of putting a larger proportion of the Department's publications on a sales basis, of combining existing publications when advisable, and of eliminating publications of limited or dubious value.

(c) Each agency shall establish on a continuing basis a Publications Committee to plan and review the agency's publications program. It shall be the function of each such committee to recommend the publications needs of the agency, to approve plans for publication preparation and distribution before manuscripts are written, to consider the relationship of proposed publications to Land Grant College needs and utilization, and to determine that the proposed publications do not duplicate known existing publications issued by private industry. The Office of Information shall be represented on these agency committees, and such representative shall consult currently with the Federal Extension Service on the publications plan and program of each agency.





EXHIBIT V

UNITED STATES DEPARTMENT OF AGRICULTURE  
Office of the Secretary  
Washington 25, D. C.

March 26, 1954

MEMORANDUM NO. 1349

Department Publications Review Committee

The following are designated members of the Department Publications Review Committee, established by Secretary's Memorandum No. 1348:

J. Earl Coke, Assistant Secretary (Chairman)  
Clarence M. Ferguson, Extension Service  
R. E. McArdle, Forest Service  
Robert D. McMillen, Office of the Secretary  
Ralph S. Roberts, Administrative Assistant Secretary  
Byron T. Shaw, Agricultural Research Service  
R. L. Webster, Office of Information  
Oris V. Wells, Agricultural Marketing Service

This Committee is established to conduct a thorough review of all the publications of the Department (both printed or otherwise processed) now being issued or stocked, and to recommend areas for reducing the number and size of publications. The Committee, in its review, shall give especial attention to the problem of integrating Department publications with the needs and publications programs of the Land Grant Colleges, and with those of private industry in agriculture and related fields. The Committee will study the desirability and practicability of putting a larger proportion of the Department's publications on a sales basis, of combining existing publications when advisable, and of eliminating publications of limited or dubious value.

This is an area in which committees of Congress, the Bureau of the Budget, and cooperating agricultural agencies are interested, and I shall expect the Committee's review to achieve results fully consonant with the Department objectives for more economy and greater public service.

The Department Committee is authorized to call upon such personnel of the Department to serve on subcommittees as it deems necessary for the expeditious completion of the publications review.

Although the review contemplated by this memorandum constitutes a formidable task, it should be completed within the next several months. If deemed desirable, the Committee may make interim reports.

Secretary's Memorandum No. 1348 also called for establishment by each agency of a Publications Committee to plan and review the agency's publication program. In view of the great importance of the work to be undertaken by the agency committees, I ask that the agency head, or an assistant agency head, serve as chairman of this committee, which should include top program, information, and administrative representatives. The Director of Information is directed to supply to agencies general outlines of the nature and scope of the work to be done by agency committees.



Secretary

## TITLES ON HAND IN GPO\* IN THE SEVERAL DEPT. SERIES

APRIL 30, 1954

## APPROXIMATE BREAKDOWN

\*Agencies may also have some on hand and Supt. of Docs. has some others for sale

TYPE	ARS	AMS	CEA	CSS	EXT.	FCS	FHA	FAS	FOIC	FS	INF	LIB.	PERS	REA	SCS	P+O	B+F	SOL	SEC	TOTALS
FARMERS BULLETINS	315	23								22				2	17					379
LEAFLETS	137	13	1		4					10				1	23					189
HOME & GAR. BULLETINS	32	2			1															35
AGRI. INFO. BULLETINS	14	40			5			6		7	1				9					82
AGRI. MONO. SERIES	10	2		1				1												14
AGRI. HAN'BK. SERIES	15	5		1	8					10	2				1					42
AGRI. INFO. SERIES	4	(DISCONTINUED SERIES)																		4
AGRI. WAR. INFO.	3	(DISCONTINUED SERIES)																		3
BAI ORDERS	3																			3
CURRENT ANN. REPTS.	6	1	1	1	1		1		1			1	1				1	1	1	17
BIBLIO. BULLETINS.	3	1								1		5								10
CIRCULARS	115	15						1		9					7					147
PUB. INDEXES											8									8
PUB. LISTS	1										3									4
FOREST RES. REPORTS										6										6
MARKTG. RES. REPORTS	1	53																		54
MISC. PUBLICATIONS	25	15		2	2	(DISCONTINUED SERIES)				6	5			2	2					59
PROGRAM AIDS	16	23		4	10					1	1				8					63
PRINTED PERIODICALS	3	5			1	1		1		1	2	1			1			1		17
POSTERS	30	8			1					2										41
SOIL SURVEYS															337					337
STAT. BULLETINS	1	40	5					11		1										58
AGRI. STATISTICS		1																		1
TECH. BULLETINS	136	29								8					13					186
TITLE PAGES & TABLES OF CON.											30									30
UNNUMBERED PUBS.	2	5			3			1			6				2					19
YEARBOOK SEPARATES	7																			7
YEARBOOKS											3									3
FOR. AGRI. BULLETINS								1												1
HYDRO. BULLETINS	(INACTIVE SERIES)																			
TOTALS	879	281	7	9	36	1	1	22	1	90	55	7	1	5	420		1	2	1	1,819





## EXHIBIT VII

SERIES	AVERAGE EDITION	NO. DIS- FIS	DIENCE DISTRIBUTION
Farmers' Bulletins	21,500	4	ents through Members of Congress, State
Leaflets	29,000	2	pendence addressed to the Department of
Home and Garden Bulletins	132,000	1	
Sub-total		9	
Agriculture Information			
Bulletins	14,650		distributed to the public in reply to requests
Agriculture Handbooks	14,200		s and programs. Forest Resource Reports are
Circulars	5,800		y schools and agency regional offices only.
Statistical Bulletins	3,600		technical or semi-technical nature are distrib-
Bibliographical Bulletins	4,400		in State and Federal agricultural experiment
Forest Resource Reports	7,500		and industry, and to libraries. Those statis-
Marketing Research Rpts.	3,000		college and industry specialists concerned
Sub-total			agricultural products.
Technical Bulletins	4,000		tate and Federal Agricultural experiment
Agriculture Monographs	3,350		libraries, and industry.
Sub-total			
Miscellaneous Pubs.			
(Discontinued but needed)	30,000		tions are sent to farmers, homemakers and
Unnumbered Publications	5,000-10,000		ress, State Extension workers and in reply
Sub-total			les of distribution are made with both
			matter content.
Program Aids	20,000- 2,500,000	13	agency programs, acreage allotments, market- onservation, etc.
Lists (Pop.)	20,000-80,000	7	ted solely to Members of Congress, balance
(Cong.)	1,000,000- 7,000,000		quests received in the Department regarding
			sent largely dependent upon source of re- memaker, general public or from technical rms, etc.
Indexes (No longer being prepared)	3,000		ers and others who may maintain files of
Soil Surveys	2,600		e Department concerned with soil work, the public.
Foreign Agriculture Bulletins (Inactive)	2,000		tations, embassies and legations, agricul- l public restricted.
Hydrologic Bulletins (Inactive)	3,500		on and to libraries only. Distribution
Yearbook of Agriculture	12,000		bers of Congress. Departmental copies are d in research, to principal collaborators, and other major libraries interested in
Agricultural Statistics	10,000		Congress, and libraries.
Annual Reports	2,300		ated in agricultural subjects, agricultural griculture, agricultural colleges and experi- ply to correspondence received in the various agencies.
Posters	30,000		gency field offices, etc. depending upon lly restricted on requests from individuals.
PERIODICALS:			
Agricultural Situation	269,000	3	d extension workers.
Other Printed Periodicals	900-29,500	1	largely upon subject matter.
Sub-total		4	
GRAND TOTAL		39	

\*\*Aside from the basic, broad legal requirements





GROUPING OF DEPARTMENT PUBLICATION SERIES  
FACTS ON DISTRIBUTION

EXHIBIT VII

SERIES	AVERAGE EDITION	NO. OF COPIES DISTRIBUTED FISCAL YEAR 1953	PERCENTAGE OF TOTAL DISTRIBUTION	SPECIFIC LEGAL REQUIREMENTS RE DISTRIBUTION AND NO. OF COPIES**	AUDIENCE DISTRIBUTION
Farmers' Bulletins	21,500	4,832,551	12.35%	USC 7, SEC 417 requires 4/5 of all farmers' bulletins printed to be made available for distribution by Members of Congress as they shall direct. Distributed by Congress - 4,659,043	To farmers, homemakers, and urban residents through Members of Congress, State Extension workers and in reply to correspondence addressed to the Department of Agriculture.
Leaflets	29,000	2,977,628	7.61		
Home and Garden Bulletin	132,000	1,705,666	4.37		
Sub-total		9,515,845	24.33		
Agriculture Information Bulletins	14,650	1,054,561	2.69		Agriculture Information Bulletins are distributed to the public in reply to requests for information on Department activities and programs. Forest Resource Reports are distributed to State Foresters, Forestry schools and agency regional offices only. Other publications in this group of a technical or semi-technical nature are distributed to scientists and research workers in State and Federal agricultural experiment stations, State agricultural colleges, and industry, and to libraries. Those statistical in nature are sent to land-grant colleges and industry specialists concerned with production and marketing, etc. of agricultural products.
Agriculture Handbooks	14,200	168,980	.44		
Circulars	5,800	166,810	.43		
Statistical Bulletin	3,600	61,543	.16		
Bibliographical Bulletins	4,400	16,748	.04		
Forest Resource Reports	7,500	17,314	.29		
Marketing Research Rpts.	3,000	112,653	.29		
Sub-total		1,598,609	4.10		
Technical Bulletins	4,000	67,705	.17		To scientists and research workers in State and Federal Agricultural experiment stations. State Agricultural colleges, libraries, and industry.
Agriculture Monographs	3,350	13,792	.04		
Sub-total		81,497	.21		
Miscellaneous Pubs. (Discontinued but needed)	30,000	380,957	.97		Popularly written Miscellaneous Publications are sent to farmers, homemakers and urban residents through Members of Congress, State Extension workers and in reply to correspondence, otherwise varied types of distribution are made with both series, depending largely upon subject matter content.
Unnumbered Publications	5,000-10,000	1,139,379	2.91		
Sub-total		1,520,336	3.88		
Program Aids	20,000-2,500,000	13,462,163	34.35		To farmers in connection with specific agency programs, acreage allotments, marketing quotas, insect pest control, soil conservation, etc.
Lists (Pop.)	20,000-80,000	7,906,391	20.21	USC 7, SEC 417 requires that Members of Congress shall be notified of the character and title of each farmers' bulletin made available for congressional distribution. (Congressional lists are furnished in whatever quantity a Member of Congress may request). Distributed by Congress - 7,843,230	Congressional list distribution is limited solely to Members of Congress, balance of lists are distributed in reply to requests received in the Department regarding publications available. Type of lists sent largely dependent upon source of request, that is, whether from farmer, homemaker, general public or from technical workers, field employees, commercial firms, etc.
(Cong.)	1,000,000-7,000,000				
Indexes (No longer being prepared)	3,000	8,340	.02		Restricted to libraries, Extension workers and others who may maintain files of Department publications.
Soil Surveys	2,600	7,274	.02	USC 44, SEC 290 requires that not more than 250 copies of each Soil Survey shall be made available to each Senator from the State in which the survey was made and not more than 1,000 copies for each Member of Congress in whose district the survey was made. (Congressional copies paid for from Legislative funds)	To Members of Congress, employees of the Department concerned with soil work, libraries, and on a restricted basis to the public.
Foreign Agriculture Bulletins (Inactive)	2,000	1,405	.01- (.0035)		To libraries, agricultural experiment stations, embassies and legations, agricultural attaches. Distribution to general public restricted.
Hydrologic Bulletins (Inactive)	3,500	-----	-----		To workers in soil and water conservation and to libraries only. Distribution restricted.
Yearbook of Agriculture	12,000	12,000	.03	Printing and distribution to Members of Congress required by language included in annual Agricultural Appropriation Acts.	Principal free distribution through Members of Congress. Departmental copies are sent to key Department employees engaged in research, to principal collaborators, land-grant college, experiment station, and other major libraries interested in agricultural subjects.
Agricultural Statistics	10,000	11,048	.02		Agencies of the Department, Members of Congress, and libraries.
Annual Reports	2,300	54,547	.14	See Annual Reports for various legislative requirements on distribution.	To large libraries and libraries interested in agricultural subjects, agricultural commissioners of State Departments of Agriculture, agricultural colleges and experiment stations, field stations and in reply to correspondence received in the Department regarding activities of the various agencies.
Posters	30,000	240,273	.62		To schools, industry, health clinics, agency field offices, etc. depending upon subject matter. Distribution is generally restricted on requests from individuals.
PERIODICALS:					
Agricultural Situation	269,000	3,213,000	8.21		Crop reporters, State statisticians, and extension workers.
Other Printed Periodicals	900-29,500	1,505,450	3.85		Varied distribution is made, dependent largely upon subject matter.
Sub-total		4,718,450	12.06		
GRAND TOTAL		39,138,178	100.00%		

\*\*Aside from the basic, broad legal requirements relating to functions of the Department of Agriculture.





# AGENCY PROCESSED OR PRINTED PUBLICATIONS AND PERIODICALS AS OF MAY 18, 1954

(Does not include official USDA series or other USDA items stocked at GPO)

AGENCY	NO. OF DIFFERENT SERIES	NO. OF TITLES IN SERIES (on hand)	NO. OF TITLES OF UN NUMB. PUBS. * (on hand)	TOTAL NO. OF PERIODICALS
AGRI. RESEARCH SERVICE	13	766	700	7
AGRI. MARKETING SERVICE	2	—	271	121
COMMODITY EXCHANGE	—	—	2	—
COMMODITY STABILIZATION	—	—	3	7
EXTENSION SERVICE	1	5	10	—
FARMERS COOP. SERVICE	9	109		
FARMERS HOME ADM.	—	—	5	—
FOREIGN AGRI. SERVICE	3	53	5	7
FED. CROP INS. CORP.	—	—	—	—
FOREST SERVICE	8	224	94	2
OFFICE OF INFORMATION	—	—	—	—
RURAL ELEC. ADM.	2	170	3	4
SOIL CONSERVATION SER.	1	25	14	—
PLANT AND OPERATIONS	1	5	—	—
BUDGET AND FINANCE	—	—	—	—
SOLICITOR	—	—	2	—
SECRETARY	—	—	—	—
LIBRARY	1	11	—	—
OFFICE OF PERSONNEL	—	—	—	—

TOTALS 41 1,368 1,109 148

TOTAL No. OF TITLES INCLUDING PERIODICALS 2,625

\* Includes posters and charts





# ANNUAL REPORTS ISSUED BY USDA FOR FISCAL YEAR 1953

<i>Agencies and Staff Offices</i>	<i>Method of Reproduction</i>	<i>Number of Copies</i>	<i>Number of Pages (INCLUDING BLANK PAGES)</i>	<i>Printing Costs (TOTAL \$21,106.66)</i>
AGRICULTURAL RESEARCH ADMN.	PRINTED	1,100	500	1,400 EST.
AGRI. & INDUST. CHEM	"	1,400	84	811.17
ANIMAL INDUSTRY	"	2,500	128	1,441.56
DAIRY INDUSTRY	"	1,400	28	309.61
HUMAN NUTRITION & HOME EC.	"	1,400	16	176.28
PLANT INDUSTRY	"	1,400	132	1,197.53
ENT. & PLANT QUARANTINE	"	1,400	88	918.32
OFFICE OF EXPERIMENT STS.	"	1,000	16	123.81
AGRICULTURE MARKETING ACT	"	2,500	12	160.13
AGRICULTURAL ECONOMICS		NONE		
COMMODITY CREDIT CORP.	"	2,500	20	301.77
COMMODITY EXCH. AUTHORITY	"	2,500	32	423.13
EXTENSION SERVICE	"	8,000	60	1,308.84
FARMERS HOME ADMN.	"	2,500	36	504.94
FEDERAL CROP INS. CORP.	"	1,500	28	481.04
FOREIGN AGRI. SERVICE	MIMEOGRAPHED	300	14 + COVER	18.00
FOREST SERVICE	PRINTED	* 2,500	60	683.54
PRODUCTION & MARKETING ADM.	"	2,500	116	1,211.70
RURAL ELECTRIFICATION ADM.	"	2,500	40	624.05
SOIL CONSERVATION SERVICE	"	2,500	72	939.24
SECRETARY	"	5,000	64 + COVER	977.01
OFFICE OF INFORMATION		NONE		
LIBRARY	PRINTED	1,000	8	97.28
OFFICE OF PERSONNEL	"	1,200	36	350.59
OFFICE OF PLANT & OPERATIONS	MULTILITHED	1,000	24	193.51
OFFICE OF THE SOLICITOR	PRINTED	1,400	56	464.63
OFFICE OF BUDGET & FINANCE	"	1,400	56	1,079.83
VIRGIN ISLAND RES. & EXT.	(IN PRESS)	1,000		164.15 EST.
AGR. EXPERIMENT STATIONS	"	4,500	176 + COVER	2,796.64 EST.
PUERTO RICO EXP. STATION	PRINTED	2,500	32	404.77

\* ALSO 11,000 COPIES OF A 56 PAGE EXCERPT COSTING \$851.28; 21,000 COPIES OF A 20 PAGE EXCERPT COSTING \$782.31



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**SUGGESTIONS FOR POLICY AND PROCEDURE ON FREE DISTRIBUTION, SALES DISTRIBUTION, AND  
"AUTOMATIC" DISTRIBUTION OF PERIODICALS**

In determining who shall or shall not get periodicals free, particular attention should be paid toward development of a policy for handling requests made through Congressmen from individuals or organizations who would otherwise be unable to get the particular publication free.

As a suggestion, free distribution of periodicals might be limited to: Governmental employees (Federal, State, or local) who express an interest in agriculture; individuals or groups cooperating with the USDA in some of its activities or programs; educational organizations and information media who will further disseminate information contained in such periodicals; representatives of foreign governments or citizens of foreign countries on an exchange basis, or in furtherance of some program of the United States Government.

And as a further suggestion, free distribution should be put on an individual request basis (a specific mailing list for that one periodical) with the following exceptions:

(1) A periodical may be sent automatically to employees of the U. S. Government falling into any particular category, at the request of the agency supervising those employees and with the concurrence of the agency publishing the periodical; but the supervisory agency must review the needs of its employees in a particular category to get each specific periodical sent to them automatically. The supervisory agency must renew its request to the agency publishing the periodical, following such a review, at least once each year. And the supervisory agency must notify its employees, at least once each year, of the requests it has made or renewed for periodicals to be sent automatically to those employees.

(2) Similar arrangements may be made by the Office of Experiment Stations to send periodicals to certain classes of employees of State

Agricultural Experiment Stations; by the Federal Extension Service to send periodicals automatically to specified classes of employees of the State Agricultural Extension Services; by the Office of Information to send periodicals to certain classes of communications media; by the Foreign Agricultural Service to send periodicals to representatives of foreign governments in the U. S. and to representatives of either the U. S. or foreign governments in foreign countries except for libraries; and by the USDA Library to send periodicals automatically to U. S. or foreign libraries. However, in all such instances the requests must be reviewed annually and renewed annually and the recipients must be informed annually of the decision made, by the agency responsible for reviewing or renewing the request after it obtains the concurrence of the agency publishing the periodical.

(3) Periodicals may be mailed automatically to other persons or organizations cooperating with the USDA, in any of its programs, if the agency administering such programs determines that it is in the public interest to do so, and determines that it is impractical to make such cooperating individuals or organizations request the publication individually each year. This too, is subject to concurrence of the agency publishing the periodical; the decision must be reviewed each year; and the recipients must be notified of the decision and reasons therefor, each year.

All of the above exceptions apply only when a periodical is to be sent to persons on a mailing list set up for some other purpose (such as a list of persons doing certain kinds of work). In instances where the name of an individual or organization is on the mailing list set up for a particular periodical, the recipient must request the periodical and renew such a request periodically—the sender shall not make such decision in lieu of circularization of the mailing list.



